

Contact:
Katrina Pruitt-Andrews
+1 410 257 9154
kpandrews@travelclick.net

FOR IMMEDIATE RELEASE

More Hotels Switch to iHotelier by TravelCLICK For Reliability and Brand-Building Capability

Award-Winning Merchandising Capabilities and Ease of Migration Also Cited by Customers

CHICAGO (Jan. 15, 2007) – Hotels and resorts around the world are making the switch to iHotelier by TravelCLICK Inc., a web-based central reservation system (CRS) and distribution management solution designed to drive revenue through enhanced property merchandising and a compelling user experience. Properties cite a variety of reasons for migrating to iHotelier — from the system’s award-winning merchandising capabilities to its proven reliability of 99.9 percent up time. Hotels that migrated to iHotelier have experienced increased revenue performance because of the advanced platform as well as the use of TravelCLICK’s powerful marketing and revenue management portfolio that includes market intelligence, GDS advertising and Internet marketing solutions. TravelCLICK migrated more than a thousand properties from other platforms onto iHotelier in 2006, including independents, small chains and branded properties.

“iHotelier is user-friendly for guests and staff alike,” said Maria Stitzel, Director of Reservations at the historic Mayflower Park Hotel, a 171-room luxury property in downtown Seattle. The hotel migrated to iHotelier in January 2006. “We continuously lost server connectivity with our previous provider, but we don’t have that issue anymore. Our booking window is always up and accessible, and as a result, web bookings have increased. Best of all, the migration to iHotelier was really easy.”

iHotelier is a complete reservations and distribution management solution that includes its next-generation web-booking engine, iStay, for superior property merchandising, as well as comprehensive digital media, currency conversion, multi-language support, email marketing tools, extensive online reporting and GDS connectivity. The booking engine integrates seamlessly with a property’s own website, allowing guests to reserve any hotel service or amenity online, such as room upgrades, dining options and event tickets. Value-added capabilities that help drive demand include market intelligence, GDS advertising, Internet marketing and revenue management.

Before implementing iHotelier in October 2006, Tween Waters Inn on Captiva Island, FL, used one vendor for website reservations and another for GDS reservations and experienced problems with both. “We constantly had guests calling us with problems making a reservation, and travel agents also

had difficulty,” said Carol Riczo-Bamford, Reservations Manager at the 138-room beach resort. Now, the property uses iHotelier for both web and GDS reservations and is pleased with the result. iHotelier is so user-friendly, and it’s also easy to teach staff. The training and support from TravelCLICK are top-notch. And, financially speaking, revenue has been superb.”

Susan Carver, Director of Revenue at Boars Head Inn, a AAA Four-Diamond luxury golf resort in Charlottesville, VA, agrees. “iHotelier is so much easier to manage than our previous platform. I never would have considered putting packages on our old system, but I have four on iHotelier and am about to add more. Also, with iHotelier, our website bookings have increased, some months by more than 50 percent. Production is so strong and steady, we can barely keep up.”

Customers also note that training and support are unsurpassed. “TravelCLICK support is incredible,” said Carver. “They actually call just to make sure things are okay.”

About TravelCLICK, Inc.

TravelCLICK (www.travelclick.net) is the leading provider of hotel business process management (BPM) solutions that drive long-term profitability. TravelCLICK helps hotels maximize asset ROI by combining innovative market analysis and proven industry best practices with advanced technology to develop and implement high-return strategies. The company offers a full set of solutions including reservations and distribution management, market intelligence-based decision support, and marketing services. Established in 1996 and headquartered in the Chicago area, TravelCLICK has more than 12,000 customers in 140 countries.

#